Create Your Own Political Party Assignment

Your task is to create a political party platform and campaign strategy as a group.

Part #1: Platform
Each group will build a political party platform reflecting your group's political ideology, in preparation for a federal (national) election. In order to convince the public of the merits of your party, you and your group members must research and formulate policies on **AT LEAST FOUR** of the following issues:

- National Defense (Expand? Cut-back? Maintain?)
- International Relations (Development projects/involvement with other countries)
- Criminal Law (laws and punishment: additions and changes)
- The Environment (Increase protection? Minimize restrictions to support big business?)
- Marriage and Divorce (Rules for Divorce? Same Sex marriage?)
- Health Care (More gov't funding?)
- Taxation (Increase taxes to support programs? Decrease to stimulate economy?)

Your party's political platform must be typed, double spaced, information organized under headings. Think about how the Canadian government operates today and how things would change or stay the same if your party was in power.

Part #2: Logo and Slogan
Choose an official party name, design a logo, and create a catchy slogan for your party reflecting your platform and policies on the different issues.

Part #3: Individual Roles:

To ensure that each group member has some specific tasks to work on, decide on a "role" for each of you. Each role has a certain set of responsibilities.

Role #1: Party Leader

As Party Leader you have *two main responsibilities:*
1) Leader Profile: Give yourself a name, gender, age, education, work experience, and political experience. Provide a detailed explanation of why you were chosen to lead the party, and why you should be the next Prime Minister of Canada. This might be based on your own personality or it can be completely different. This profile should be at least 100 words.
2) You will need to appear in your party's election campaign, either by delivering a speech to the class or on radio, or by appearing in a recorded commercial. Another member of your group will be responsible for writing your speech/script.

Role #2: Speech-writer

It is your job to make your leader sound like he/she knows what they're talking about. In order to appeal to the voters of Canada, you will need to construct a campaign speech that will capture the key elements of your party's platform, point out some of the flaws of other ideologies, and just sound amazing in general. The speech should be at least 200 words, typed.

Role #3: Political Spectrum Expert

Write up an explanation of where your group fits on the **political spectrum** in relation to the "center" and Left-wing/Right-Wing. Your explanation should be at least 100 words and must outline how your party's ideas fit the characteristics of a given side/placement on the political spectrum. Draw a political Spectrum and show your party's placement by labeling it on the spectrum.

Role #4: Minister of Propaganda

According to the dictionary, propaganda is "information, especially of a biased or misleading nature, used to promote or publicize a particular political cause or point of view." In this case, you'll be responsible for creating a large poster promoting your party. Be sure to include your leader's name, the party slogan, and key points from your platform. Other members of your team can help you with this but you will be the key artistic director to make sure it "pops" and gets your party's message across.

Part #4A
A radio or television commercial:
Creatively outlines in a (Max 3 minutes) commercial the party's platform
A script must be written out
Use your phone to record this.
It can be an attack ad style

OR

Part #4B
An election speech:
To be delivered on election day (in class).
It should be persuasive and informative (Max 3 minutes).
The speech must be submitted in written form.

Your Group Checklist

Use this checklist to keep track of what you need to complete as a group and individuals for this project. Hand this in with your final products.

AS A GROUP…	
	Party name, logo and slogan – Choose an official party name, design a logo, and create a catchy slogan for your party
	Party platform – Addresses at least four areas/issues – Is typed and organized by headings
	Radio/TV Commercial (video or voice recording) **OR** **Election Speech** (delivered to class)
	Bibliography – Keep track of sources used, and submit them in a bibliography
Role #1: Party Leader The group member responsible: _____	
	Leader Profile – Name, gender, age, education, work experience, political experience – Why you were chosen as leader of party – Why you should be the next Prime Minister – Minimum 100 words
	Appearance – You appear in either the radio/tv commercial OR deliver speech to class
Role #2: Speech-writer The group member responsible: _____	
	Campaign Speech – Minimum 200 words, typed
Role #3: Political Spectrum Expert The group member responsible: _____	
	Explanation – 100 word explanation of where you fit on the spectrum – Draw spectrum and place your party on it
Role #4: Minister of Propaganda The group member responsible: _____	
	Poster – Includes your leader's name, party slogan and logo, as well as some key points from your platform.

Self-Assessment: Reflection Questions

1. Rate the effort that you feel you put in to this project:

1	2	3	4
I did not try at all	I put in some effort	I put in average effort	I put in a lot of effort

2. Something that I think I did really well on is:

3. If I did this project again, something that I think I could have improved on or done differently is:

4. What was the hardest part of this project?

5. What suggestions do you have to make this project better?

Creating a Political Party Project: Rubric

	Minimally Meeting	Meeting	Exceeding
Political Platform (policies)	- Political platform addresses three to four issues. - Policies show minimal evidence of research into current issues and debates. - Policies are somewhat realistic, but lack some logic. They lack some understanding of the Canadian government and society. - Is typed, may be double-spaced, but is not clearly organized.	- Political platform addresses four issues. - Policies show evidence of research and explore current issues and debates. - Policies are realistic, logical, and show understanding of the Canadian government and society. - Is typed, double-spaced, and organized under headings.	- Political platform addresses more than four issues. - Policies show evidence of research and provide insight in to current issues and debates. They are realistic, logical, and show thorough understanding of Canadian government and society. - Is typed, double-spaced, and clearly organized under headings.
Logo and Slogan	Party name, logo, and slogan minimally reflect the party's beliefs or policies.	Party name, logo and slogan reflect the party's overarching beliefs and policies.	Party name, logo and slogan are creative representations of the party's overarching beliefs and policies.
Political Spectrum	The political party's placement on the drawing of the political spectrum lacks some accuracy, according to the party's policies/beliefs. The explanation shows some understanding of the political spectrum but lacks some understanding of "right/left/centre" policies or beliefs.	The political party is accurately placed on the drawing of the political spectrum, according to their policies/beliefs. The explanation shows understanding of the political spectrum and of "right/left/centre" policies or beliefs.	The political party is accurately placed on the drawing of the political spectrum, according to their policies/beliefs. The explanation shows thorough understanding of the political spectrum, and in depth understanding of "right/left/centre" policies or beliefs.
Written Components	Satisfactory use of written language. Errors distract from the product, but do not interfere with meaning. Demonstrates adequate understanding of the electoral process and role of a political party.	Clear use of written language. Errors do not distract or impact the product. Demonstrates good understanding of the electoral process, and role of a political party.	Exceptional use of written language. Few or no errors. Demonstrates strong understanding of the electoral process and role of a political party.
Campaign Products	Campaign products show some understanding of the role of propaganda/media in elections. The products lack some persuasion.	Campaign products show good understanding of the role of propaganda/media in elections. The products are persuasive.	Campaign products show deep understanding of the role of propaganda/media in elections. The products are exceptionally persuasive and are creatively written/performed/designed.
Completion of all Components	Has minimally completed: - Party Platform/Policies - Logo and Slogan - Political Spectrum - Campaign Product	Has satisfactorily completed: - Party Platform/Policies - Logo and Slogan - Political Spectrum - Campaign Product	Has thoroughly completed: - Party Platform/Policies - Logo and Slogan - Political Spectrum - Campaign Product

*** INDIVIDUAL mark will vary, as it includes completion of self-assessment and group participation peer evaluation.*

Group Participation: Peer Evaluation

Group Member #1 (You) _____   Group Member #2_____

Group Member #3_____   Group Member #4_____

Instructions: Read each of the following categories and rate yourself and your group members.

1= undeveloped	2= developing	3= competent	4= proficient	5= expert

1. Use of class time to work on project
(on task, productive, efficient)

Member #1	1	2	3	4	5
Member #2	1	2	3	4	5
Member #3	1	2	3	4	5
Member #4	1	2	3	4	5

2. Homework / Individual Research
(initiative, completion of tasks at home, etc.)

Member #1	1	2	3	4	5
Member #2	1	2	3	4	5
Member #3	1	2	3	4	5
Member #4	1	2	3	4	5

3. Group dynamics
(supportive of group members, follows
instructions, good listener, offers
suggestions, etc.)

Member #1	1	2	3	4	5
Member #2	1	2	3	4	5
Member #3	1	2	3	4	5
Member #4	1	2	3	4	5

4. Concrete applications
(product typed, created well etc.)

Member #1	1	2	3	4	5
Member #2	1	2	3	4	5
Member #3	1	2	3	4	5
Member #4	1	2	3	4	5

5. Responsibility
(followed through, responsible, brought
appropriate items to class, on time)

Member #1	1	2	3	4	5
Member #2	1	2	3	4	5
Member #3	1	2	3	4	5
Member #4	1	2	3	4	5

Scale: 20-25= 100% of group mark
15-19= 75% of group mark
10-14= 50% of group mark
0-9= 25% of group mark

Member #1 Total= _____/25
Member #2 Total= _____/25
Member #3 Total= _____/25
Member #4 Total= _____/25

Note: if a student is unsatisfied with their grade, they may appeal to the teacher for an inquiry within TWO days of receiving the mark. The teacher will act as the final arbiter in this process.